

I. IN THE CLAIMS

Listing of Claims:

Claims 1-43 (Canceled).

44. (Currently Amended) A computer system comprising:

a first POS computer system for a movie theater, said first POS computer system comprising a first POS computer system central processing unit, a first POS computer system memory, first POS computer system database of information stored in said memory, and a first POS computer system POS terminal, said first POS computer system central processing unit having read write access to said first POS computer system database in said first POS computer system memory, said first POS computer system POS terminal designed to transmit transaction information and one or more customer IDs associated with a transaction to said first POS computer system central processing unit;

said first POS computer system database storing movie showings data for at least one movie theater store defining movie showings in at least one theater in said movie theater store and transactions data defining transactions associated with said at least one movie theater store including purchase of tickets for showing of movies and purchase of other items sold by said movie theater store;

said first computer system database storing at least one of the following movie ticket sales information: ratings of movies viewed, time of day for movies viewed, frequency of movies viewed, and delay in time of movies viewed in relation to movie release date and associating said movie ticket sales information with a customer ID;

a second POS computer system for a non-movie theater retail store, said second POS computer system comprising a second POS computer system central processing unit, a second POS computer system memory, a second POS computer system database of information stored in said memory, and a second POS computer system POS terminal, said second POS computer system central processing unit having read write access to said second POS computer system database in said second POS computer system memory, said second POS computer system POS terminal designed to transmit transaction information and one or more customer IDs associated

with a transaction to said second POS computer system central processing unit;
said second POS computer system database storing transactions data for transactions
including product purchase data for at least one product purchased in a non-movie theater retail
store;

stored incentive offer criteria including at least one of (1) threshold criteria for
determining whether an incentive offer should be communicated to a consumer and (2) terms
criteria determining terms for said consumer obtaining an incentive defined by said incentive
offer, wherein at least one of said threshold criteria and said terms criteria depend upon said
transaction data; [[and]]

said second POS terminal including a device for reading or inputting data including both
an ID of a customer and identity of products or services being purchased by said customer as part
of a transaction and a device for communicating information to said customer while said
customer is conducting a transaction at said second POS terminal;

data stored linking a transaction data for transactions transacted through said first POS
computer system is associated with said first customer ID to transaction data for transaction
transacted through said second POS computer system associated with said customer ID

determining an incentive offer to a consumer with said customer ID based upon at least
one of said other items sold by said movie theater store, said movie ticket sales information and
said transaction data for transaction transacted through said second POS computer system; and

communicating said incentive offer to said customer at a POS.

45. (Original) The system of claim 44 further comprising code for linking transaction
data for transactions transacted in the first POS computer system with transaction data for
transactions transacted in the second POS computer system based at least in part upon geographic
proximity of stores in which transactions occurred.

46. (Original) The system of claim 44 further comprising data stored linking a
transaction data for transactions transacted through said first POS computer system associated
with a first customer ID to transaction data for transaction transacted through said second POS
computer system associated with a second customer ID.

47. (Original) The system of claim 44 further comprising code for determining
whether stored incentive offer criteria are satisfied for a specified ID based upon data associated

with transactions from both the first POS computer system and the second POS computer system.

48. (Currently Amended) The system of claim 44 further comprising code for communicating an incentive offer, wherein said communicating is in response to said consumer contingent upon purchasing in a non-movie theater store using said second POS computer system, and communicating said incentive offer to a customer having a customer ID when said customer ID or an ID associated with said customer ID is identified at said first POS computer system POS terminal in said movie theater store.

49. (Currently Amended) The system of claim 44 further comprising code for communicating an incentive offer, wherein said communicating is in response to said consumer contingent upon purchasing in said movie theater store using said first POS computer system, and communicating said incentive offer to a customer having a customer ID when said customer ID or an ID associated with said customer ID is identified at said second POS computer system POS terminal of said non-movie theater retail store.

50. (Original) The system of claim 49 wherein said non-movie theater retail store is one of a supermarket, a convenience store, and an gasoline or other motor vehicle fuel station.

51. (Original) The system of claim 44 further comprising a central computer system and a network connecting between said first POS computer system, said second POS computer system, and said central computer system.

52. (Original) The system of claim 51 wherein said central computer system has code for implementing real time processing.

53. (Original) The system of claim 51 wherein said central computer system contains a database storing transaction data in records each including fields for at least 7 of the following: consumer name 503, consumer address, consumer telephone number, consumer email address, ID, FSID, UPCs of items purchased, date of transaction, price of items purchased, credit card type 519, part or all of credit card number, credit card expiration date, fax number, first FSID, second FSID, first MID1, second MID2, and store ID.

54. (Original) The system of claim 51 wherein said central computer system contains a database storing location of stores in records each including fields for at least two of store ID, store location 605, store IP address, store URL, and store type.

55. (Original) The system of claim 44 wherein said first POS computer system

contains a database storing movie releases data preferably including fields for at least 4 of the following: title 803, release date, schedule of viewing dates 807, first movie classification 809, second movie classification, movie rating 813, movie length 815, popularity index 817, movie theater store ID, store location, and store ID.

56. (Original) The system of claim 51 wherein said central computer system contains a database storing movie releases records including fields for storing at least 5 of the following: title, release date, schedule of viewing dates, first movie classification 909, second movie classification, movie rating 913, movie length, popularity index 917, movie theater store ID, store location, store ID, and movie theater system ID.

57. (Original) The system of claim 44 wherein said incentive offer criteria are stored in a central computer system.

58. (Currently Amended) A computer implemented method comprising:
providing a first POS computer system for a movie theater, said first POS computer system comprising a first POS computer system central processing unit, a first POS computer system memory, first POS computer system database of information stored in said memory, and a first POS computer system POS terminal, said first POS computer system central processing unit having read write access to said first POS computer system database in said first POS computer system memory, said first POS computer system POS terminal designed to transmit transaction information and one or more customer IDs associated with a transaction to said first POS computer system central processing unit;

storing in said first POS computer system database movie showings data for at least one movie theater store defining movie showings in at least one theater in said movie theater store and transactions data defining transactions associated with said at least one movie theater store including purchase of tickets for showing of movies and purchase of other items sold by said movie theater store;

providing a second POS computer system for a non-movie theater retail store, said second POS computer system comprising a second POS computer system central processing unit, a second POS computer system memory, a second POS computer system database of information stored in said memory, and a second POS computer system POS terminal, said second POS computer system central processing unit having read write access to said second POS computer

system database in said second POS computer system memory, said second POS computer system POS terminal designed to transmit transaction information and one or more customer IDs associated with a transaction to said second POS computer system central processing unit;

storing in said second POS computer system database transactions data for transactions including product purchase data for at least one product purchased in a non-movie theater retail store;

storing incentive offer criteria including at least one of (1) threshold criteria for determining whether an incentive offer should be communicated to a consumer and (2) terms criteria determining terms for said consumer obtaining an incentive defined by said incentive offer, wherein at least one of said threshold criteria and said terms criteria depend upon said transaction data; and

reading or inputting data into said second POS terminal including both an ID of a customer and identity of products or services being purchased by said customer as part of a transaction and communicating information to said customer while said customer is conducting a transaction at said second POS terminal.

Claims 59-71 (Canceled).